

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	James A. Harding, et al.
App. No	:	10/750,163
Filed	:	December 31, 2003
For	:	PROFILING ITEM SELLERS TO INFORM ITEM PURCHASING DECISIONS AND BUILD TRUST IN A MULTIPLE-SELLER MARKETPLACE
Examiner	:	A. A. Shah
Art Unit	:	3625
Conf #	:	5011

**AMENDMENT AND RESPONSE TO OFFICE ACTION FILED WITH REQUEST FOR
CONTINUED EXAMINATION**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on February 11, 2008 and the Advisory Action mailed May 14, 2008, please enter the following amendments and consider the following remarks. This amendment and response is being filed with a Request for Continued Examination.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.